

Next Audio

Podcast Network & Publisher Media Kit

How to open your inventory to global advertisers through Next Audio

Last updated Dec 2025



Next Audio

Join the Global Podcast Advertising Company

Your Inventory, Connected to Worldwide Demand

Networks from 90+ global markets

850m listeners across partner platforms

35,000+ podcast network



A small sample of the 35,000+ podcasts and publishers in our global network.

A trusted growing network of publishers across every market, language & category



Podcasts, mobile gaming, digital radio, and streaming



Next Audio

Revenue Opportunities

Advertiser Demand

From global brands to agile mid-market advertisers, 300+ companies across dozens of verticals run campaigns through Next Audio.

Advertising Agencies



FMCG



Travel



Banking & Finance



Consumer Packaged Goods



Hospitality



Events



Telco & Technology



B2B



Automotive



Dual Monetization Streams

Stream 1

Self Service Advertisers

Your inventory becomes available to global buyers running always-on or programmatic podcast campaigns through [AdManager.FM](https://admanager.fm).

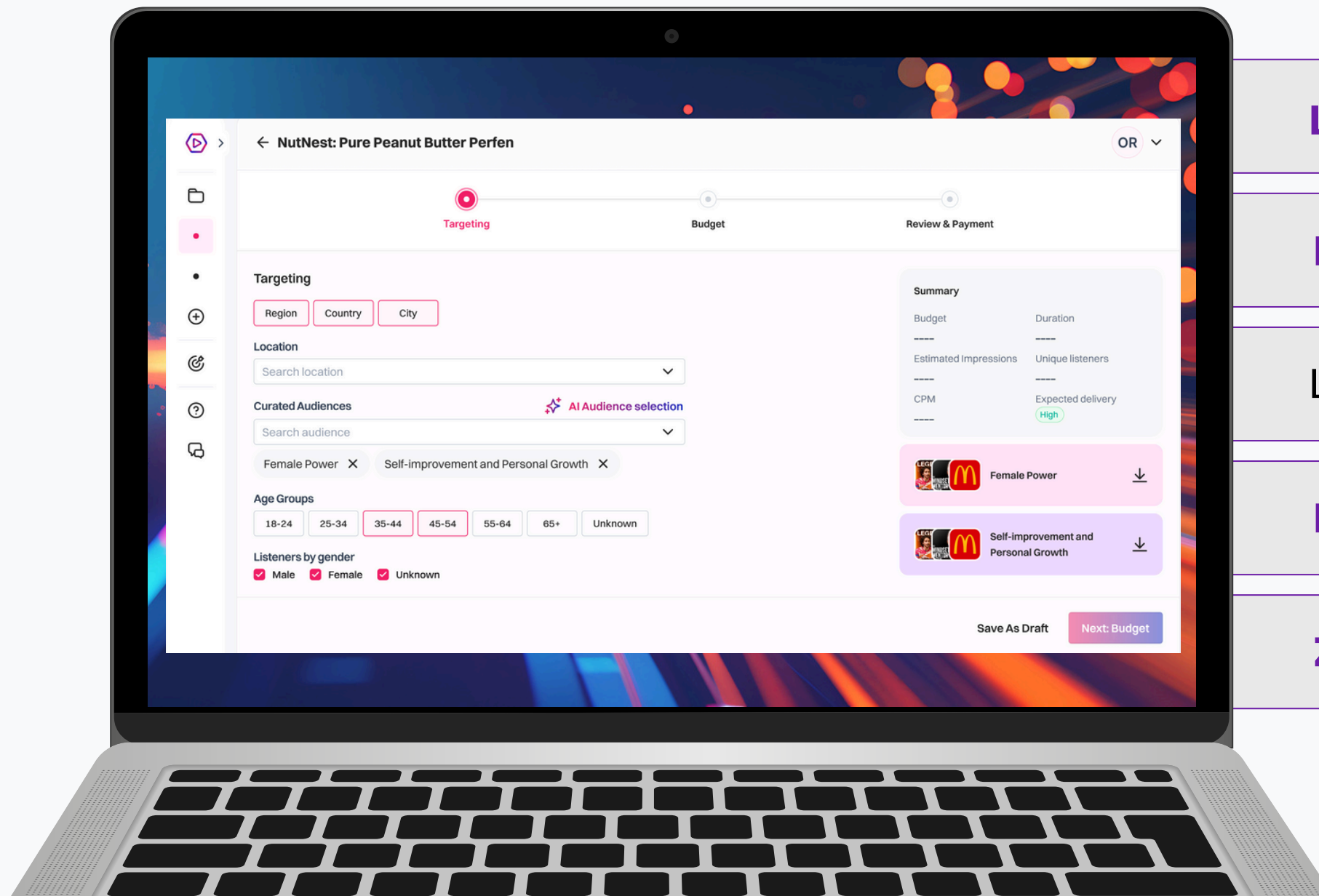
Stream 2

Managed Service Clients

Your shows are included in premium brand campaigns when they match the brief, from host-reads and sponsorships to multi-market activations.

Deep Dive: Self Service Revenue Stream

Our proprietary technology AdManager.FM is an advertising manager that offers programmatic & always-on for digital audio.



Listed automatically as eligible inventory in AdManager.FM

Dynamic ads matched to your content through targeting criteria

Low-lift, **scalable revenue** from global mid-market advertisers

Monetizes back catalogue and evergreen episodes

Zero operational work required from publishers

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Deep Dive: Managed Service Revenue Stream

Access our global demand for high-CPM, relationship-driven revenue streams powered by large brand budgets.



High-value campaigns from **global brands and agencies**

Opportunities across **programmatic, host-reads, & sponsorships**

Inclusion driven by audience fit, **content relevance** and market needs

Designed for **high-impact campaigns** where content fit matters

Vetted, **high-quality advertisers** and campaigns



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**Quality Assurance for
Publishers & Advertisers**

Targeting to Safeguard the Listener Experience

Our detailed audience targeting ensures ads we serve are perfectly matched to the listener and context, improving satisfaction for both publishers and advertisers.



Demographic

Age, gender, income, marital status, occupation, lifestyle, children +more



Device

Phone, desktop, smart speaker +more



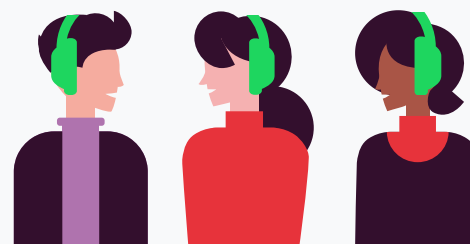
Geographic

Town, city, zip code, country, region



Content

Match ads to the content being listened



Language

Target based on the language of the content



In-Market

Purchase intent

Personalized Advertising That Won't Disrupt

Using dynamic creatives, we can personalize ads to ensure messaging aligns with the listener's moment



Geographic



Date & time



Content



Weather

Case Study examples



Location plus demographic targeting to serve ads featuring the nearest airport and tailored getaway type (family, couple, adventure etc.)



Time targeting to serve ads aligned with the listener's day (breakfast, lunch, dinner).

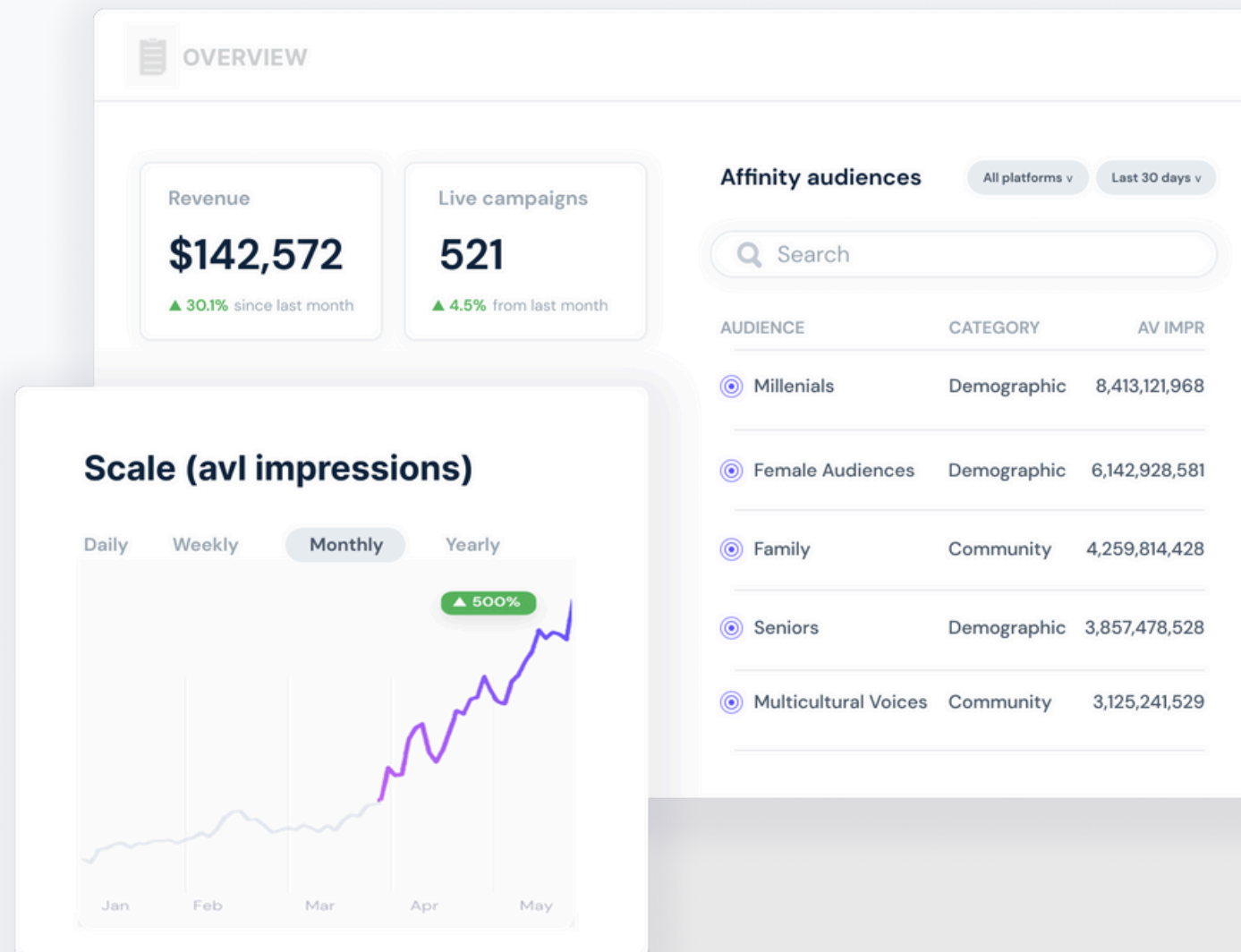


Content targeting to match each ad to the listener's interests (technology, safety, performance, sustainability)



High-Touch Matching

Using third-party tools we match deeper than just categories. We look at audience profiles to make sure the show and advertiser align.



Making sure advertisers land on the right shows, not just the right genre. Protecting your show from mismatched campaigns.

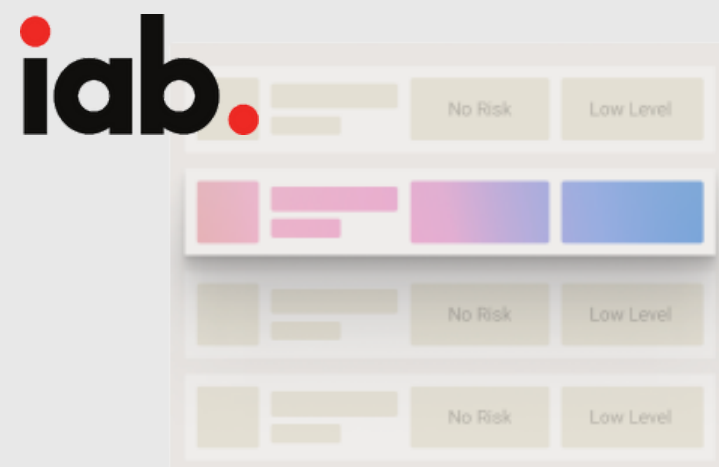
AI-Powered Brand Safety & Suitability

Keeping your content safe, compliant, and brand-ready using AI to review complete catalogue, ensuring advertiser and publisher fit.

barometer

Safety & Suitability

AI powered review of thousands of shows across hundreds of publishers.



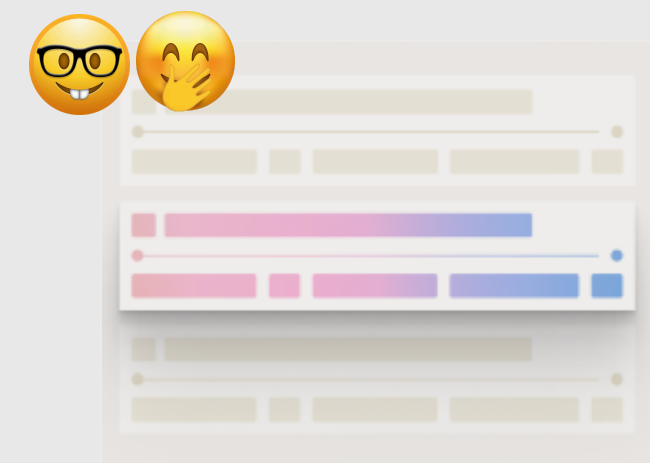
Host Intelligence

Monitors hosts' public profiles and content to ensure brand alignment & risk.



Podcast specific tone & context

Contextual and tonal analysis instead of just keyword!



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Clients & Case Studies



Next Audio

Trusted by 300+ brands & agencies across the world



Case Studies

Examples of our work. Find more on our website nextaud.io/casestudy

Objective

Raise brand awareness among adults over 18 within the South Asian communities in London.

Strategy

Targeted ads on podcast, music & web radio, targeting London region & language specific content.

Result

LTR **97%**, with interest **20%** above average and consideration **11%** above average for the Travel Vertical.



Objective

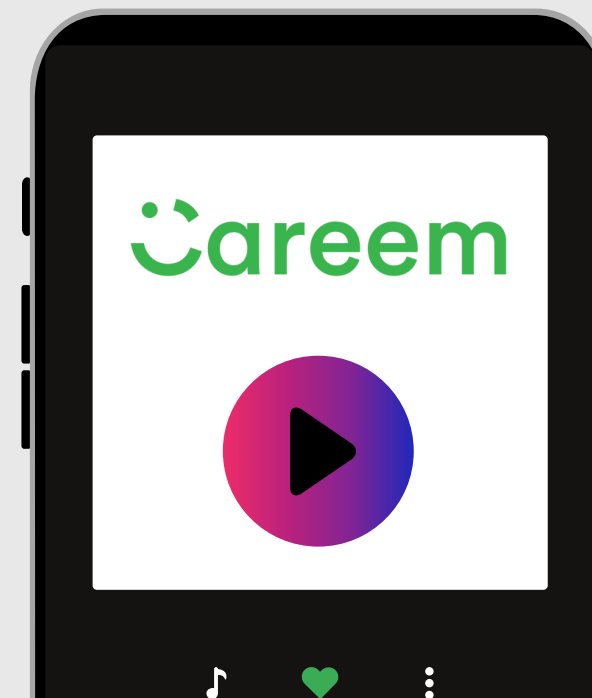
Drive app installs across iOS and Android devices, targeting health-conscious and family listeners.

Strategy

Dynamic ads targeting specific genres and matching the creative to device type - iOS and Android users.

Result

LTR **96%**, and a cost per install **under \$3**



Objective

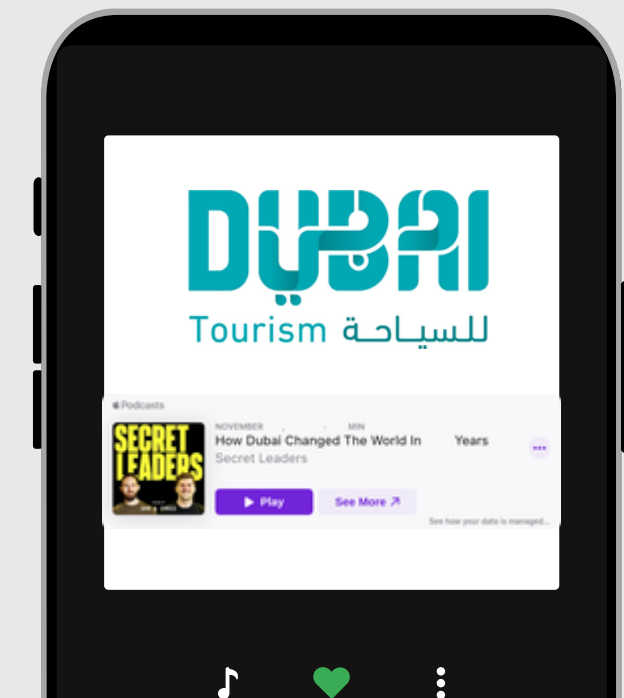
Position Dubai as a serious place to scale a business among entrepreneurial global audiences.

Strategy

Branded podcast episode on Secret Leaders, one of the UK's top podcasts for entrepreneurs.

Result

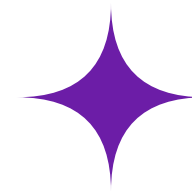
Top ranking episode, increased **awareness** among tech professionals and startup entrepreneurs.





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Are You a Good Fit?



We welcome publishers and networks from every market, language and niche.

We work with...

- Independent creators
- Podcast networks
- Production houses
- Broadcasters
- Niche content studios
- Multilingual and multicultural publishers

Interested in joining the network? Email us at: hello@nextaud.io

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